

**Sports Advisory Board
Connecticut Commission on Culture & Tourism
One Constitution Plaza, 2nd Floor
Hartford, Connecticut
Main Conference Room
January 12, 2010
9:30 a.m.**

**Draft Pending Approval
Meeting Minutes**

Present: Jim Abromaitis, Capital City Economic Development Authority
Lynn Carlotto, Arena at Harbor Yard
Dana Ciaifi, Pilot Pen Tennis
Jeff Dooley for John Willi, New Britain Rock Cats
Gene Doris, Fairfield University
Ron Drapeau, Connecticut State Golf Association
Jim Foye for Oz Griebel, MetroHartford Alliance
Bill Humphreys, BikeGuy
Curt Jensen, Greater Hartford CVB
Jack McDonald, Quinnipiac University
Larry Perosino, Connecticut Boxing Commission
Richard Pettit for Rick Hazelton, Trinity College
Chuck Steedman, Northland AEG
Sara Willcox, Pilot Pen Tennis

Excused: Scott Ciecko, State Department of Higher Education
Wayne Dean, Yale University
Robert Doherty, Special Olympics CT
Charlie Dowd, Dodd Stadium – Connecticut Defenders
Jill Ferraiolo, Connecticut State University System
Nathan Grube, Travelers Championship
Jeffrey Hathaway, University of Connecticut
Don MacKenzie, Boats Incorporated
Larry McHugh, Middlesex Chamber of Commerce
Michael Mehigen, Office of Policy and Management
Patricia Meiser, University of Hartford
Ann Miron, Sacred Heart University
William Mudano, Connecticut Sports Management Group, Inc.
Michael Murtha, Athletic Department Mohegan Sun
Marie O'Brien, Connecticut Development Authority
Joe Oros, Connecticut Department of Economic & Community Development
Gloria Ragosta, Connecticut Conference of Independent Colleges
Michael Roth, Wesleyan University
Michael Savage, CT Interscholastic Athletic Conference
Joyce Wong, Eastern Connecticut State University

Guests/Staff Leigh Johnson (Recording Secretary), Commission on Culture & Tourism; Karen Senich, Commission on Culture & Tourism; and Tom Chiappetta Fairfield County Sports Commission

I **Call to Order**

Chairman Abromaitis called the Sports Advisory Board meeting to order at 9:35 a.m.

This meeting was scheduled to update the members on the status of the working sub-committee's structuring an authority for Connecticut. During the last SAB meeting a recommendation was made to develop an organizational structure and/or business proforma for a sports authority. A sub-committee of volunteers from the Board convened, and have meet several times to review different sporting authority structures around the country to aid in the development of an organizational structure for Connecticut.

During the sub-committee's active work on the organizational structure, the Commerce Committee requested that the SAB make a presentation to them on February 9th at 12:30 p.m., LOB, Room 1-D.

II **Approval of Minutes**

On a motion made by Chuck Steedman, second by Larry Perosino, the Sports Advisory Board approved the minutes of September 16, 2009 as circulated. (Y-17, N-0)

III **Subcommittee Update and Discussion on Presentation to the Commerce Committee – Senich, Carlotto, Doris Reporting**

Karen Senich suggested that the February 9th presentation, like the June 21, 2009 event educate on the importance on sports/sporting events, the economic impact sports brings to the state, and the importance of developing a single entity to work with potential sporting organizations seeking venues to bring their event to within our state.

A recommendation was made that Lynn Carlotto and Gene Doris conduct the presentation to the Commerce Committee, and that all the members of the Board be present to show support and to answer any questions the Commerce Committee may have that Lynn or Gene may not have the answers to.

A recommendation was made that each member of the Board, representative(s) of a sporting/sporting venues/teams, school/youth groups, sports organizations, etc., write a letter to a member(s) of the Commerce Committee showing support and endorsing this state-wide initiative.

Structure of the Presentation to the Commerce Committee

Lynn Carlotto suggested that the presentation, educate as to why a single organization makes the most sense for the state: and to request formal support and recognition from the State. The history and accomplishments up to now must be showed along with the economic impact numbers associated with those successes.

Assistance from all members is needed to provide the information on all content levels.

The presentation will be broken down into four (4) categories.

Outline of PowerPoint Presentation

1. University Events

- **Connecticut Six Event** – November 2009

NCAA Frozen Four Regional – March 2009

2. Venue Testimony – Success Stories

- **Post Season Tournaments/Big East/NCAA/Preliminary Rounds/Regional's**

3. Special Events and Organization

- **Special Olympics**
- **Travelers**
- **Pilot Pen**
- **Lyme Rock**

These events were discussed in the past on how these events and the impact they have delivered already.

- **Possible special event to be included - New England Amateur Golf Championship** – participants from all New England States 2010. Venue –Golf Course at Yale. Ron Drapeau to provide information to Lynn Carlotto.

- **Possible special event to be included - Polar Bear Tournament**

4. Potential Event Activities

- **Other NCAA Events**
- **Other Events that have bid fees attached to it and other requirements – which would require a Sports Commission to manage.**

Creative Resources for PowerPoint Presentation

Tom Chiappetta has a contact at Octogon to assist in the creation of the PowerPoint Presentation; plan B – staff member of Connecticut Commission on Culture & Tourism; plan C – staff member from the Metro Hartford Alliance. This will be determined at subcommittee's next meeting.

Other Information Needed

Other information to include in the presentation - benefits to the State from securing sporting events, revenue as well as the charitable, quality of life, community etc.

- *Discuss the event and the media coverage for that event and the positive feedback from the event.*
- *Need information on attendance numbers, economic impact numbers, dollars spent in the market area, zip code reports, where ticket buyers came from. Ticket buyers from out-of-state will be renting a car, a hotel room, eating meals at a restaurant, etc.*
- *Discuss additional events-bids (i.e. Hockey) out there to attract -- if we only had the resources and the organization to go after them.*

When submitting your information – it should be one-page in length, with one – two sentences describing event and bullets as supporting information and photos of the events should be submitted if available.

IV **Old Business**
No old business.

V **New Business**

Miscellaneous

Jim Foye noted to the Board that the Metro Hartford Alliance Rising Star Breakfast is February 9, 7:30 – 9:00 a.m., key-note speaker Reese Davis, ESPN, topic: Sports as an Economic Driver. Jim Foye will see if the Commerce Committee could be invited to the breakfast. Board members are welcome to attend.

Pending Items Needed

1. Submit all documentation to Stephanie Panico at spanico@arenaatharboryard.com, and Leigh Johnson at leigh.johnson@ct.gov
2. Photos of sports/sporting events held in Connecticut – submit electronically to Leigh Johnson at leigh.johnson@ct.gov
3. Use the NASC Economic Impact Model to produce two economic impacts – Curt Jensen
4. Provide one page fact sheet of event with bullets
5. Pilot Pen to provide a condensed version of their economic impact to Lynn Carlotto
6. Press Release – Jim Abromaitis
7. Inform media about presentation to the Commerce Committee
8. Tom Chiappetta to forward Fairfield County Sports Commission's Mission State and top accomplishments (charitable work, education, quality of life i.e.); list of organizations and upcoming events listed on their websites to Lynn Carlotto
9. Venue inventory – Bill Mudano to submit inventory list to Lynn Carlotto
10. Jim Pettite to contact all Chambers of Commerce for letter of support
11. Leave behinds for the Commerce Committee – (contact list for the Board, copy of Testimony, copy of PowerPoint – Executive Summary, copies of sent letters of support)

VI. **Next scheduled meeting**
February 2, 2010 at 10:00 a.m., CCT, Hartford, CT